

INTERNATIONAL CONFERENCE

Digital Signage – no alternative!

31 May 2011, Hotel Korston, Moscow

Agenda

10.00-11.00	REGISTRATION
11.00-11.30	<p>Imperative Group <i>Michael Stern</i></p> <p>"Digital Signage in Retail: Orientation, Exploration and ROI"</p>
11.30-12.00	<p>NEC <i>Michael Vukulov</i></p> <p>"Philosophy of Digital Signage"</p>
12.00-12.20	<p>VI Plazma <i>Ilya Alekseev</i></p> <p>"Digital Signage. What does choose the Advertiser?"</p>
12.00-12.50	<p>Minicom Digital Signage <i>Ronni Guggenheim</i></p> <p>"How to increase uptime and efficiency of your network"</p>
12.50-13.20	<p>Strata Partners <i>Anastasia Yusina</i></p> <p>"Digital Signage systems operation in Russian reality"</p>
13.20-13.50	COFFEE-BREAK AND LUNCH
13.50-14.20	<p>DigiSky <i>Vladimir Kozlov</i></p> <p>"The main mistakes during set up of Digital Signage systems"</p>

INTERNATIONAL CONFERENCE

Digital Signage – no alternative!

14.20-14.50	<p>AOpen <i>Natalia Vorontsova</i></p> <p>"The economy of using professional hardware"</p>
14.50-15.10	<p>Adissy <i>Denis Zeltser</i></p> <p>"Interactive technology"</p>
15.10-15.40	<p>Bluefox <i>Guillaume de la Tour</i></p> <p>"Content – is the King!"</p>
15.40-16.10	<p>VOIC <i>Viktor Osipov</i></p> <p>"Licensing of the content at public places (Civil Code Russia)"</p>
16.10-16.40	<p>Daily DOOH <i>Adrian Cotterill</i></p> <p>"Don't you know who I am?"</p>
16.40	BUFFET

Sponsors



INTERNATIONAL CONFERENCE

Digital Signage – no alternative!

1st of June 2011, Moscow — The Digital Signage Conference – No Alternative! has taken place on the 31st of May, 2011 at Korson Hotel in Moscow.

The goal of the event was to tell the participants about the industry of Digital Signage, worldwide trends, and the advantages of digital signage over the traditional methods of advertising and communication.

The organizer of the conference Digisky and the technical partner of the event Adissy believe that the conference can bring a strong impact for the positive development of the Digital Signage market in Russia. Both Digisky and Adissy evaluate the market as mature enough for return on initial investments.

The results exceeded all expectations. More than 200 persons attended the conference. The majority of the visitors were the final customers. It makes it different with the traditional situation, when the visitors are manufacturers and system integrators mainly. Among the attendees were the representatives of IKEA, OBI, Melon Fashion Group, Sberbank, Lukoil, Rostiks Group and other large companies from the financial and industrial sectors, retail and HoReCa business.

The real applications and small Digital Signage scenarios were displayed for the visitors in the demonstration center. Among others, there were presented NEC video-wall, anonymous video analytics application from Intel, semi-industrial hardware player solutions from AOpen, advertising media players and all-in-one displays from IAdea, solutions for professional presentations from Digisky, and interactive gesture operated display system.

The different topics were brought up during the conference. Everybody could find something interesting and useful for themselves. The presentations of Guillaume de la Tour (Bluefox), Michael Stern (Imperative Group), Vladimir Kozlov (Digisky) and Victor Osipov (WIPO — The World Intellectual Property Organization) were marked as the most interesting.

In addition, it was announced about the agreements between Western and Russian companies during the conference. Bluefox, a world leader in the production of content for Digital Signage, signed a partnership agreement with DigiSky. And Adissy became a distributor of Minicom Digital Signage / EnQii, a global leader in integrated digital signage solutions.

“Excellent conference organizers. Great! Very smart selection of speakers. The correct balance of foreign and Russian experts. I think it makes sense to expand the conference to two days the next year.” — said the regional executive director of Scala, Alain Bodenstedt.

“I would like to express my compliments to Digisky and Adissy for putting together this outstanding conference focused on end users. It is a first to see such a focus and number of real customers and not only channel and co-vendors turning up for a high profile event with real educational value. We rarely see in the western world so professionally organized events, with a clear focus and message. Hope it will be repeated next year!”- said Ronni Guggenheim, President of Minicom Digital Signage / EnQii, OVAB Europe Vice President and one of the conference speakers.

Alexander Pivovarov, the CEO of Adissy, has summarized the event: «This conference is the countdown to the new stage of development of Digital Signage in Russia. We have passed the infancy period. It's time to grow and make money!»

Web site of the conference: www.digitalsignagerussia.ru/eng

About Digisky

DigiSky serves diverse groups of customers from industries such as retail, fitness, banking and hospitality, providing services in the areas of digital signage, music and information design and audio branding. DigiSky

Digital Signage – no alternative!

is active in Russia and the CIS with customers including METRO CC, OBI, Castorama, IKEA, Real, Mega, Selgors CC, Bin Bank, Okey, Dream House, Strata Partners, and many more.

About Adissy

Adissy is a complete supplier for digital signage and interactive systems, from simple standalone media players and advertising displays through to powerful platforms for creating integrated digital signage networks for advertising and corporate communications. As the official distributor for AOpen, MinicomDS/EnQii, Philips, BroadSign, NextWindow, FriendlyWay AG and other leading players in the global digital signage industry, Adissy is not only able to supply robust, scalable solutions, but can also pass on to its customers its partners' experience and expertise. In this way we enable our customers to develop and roll out successful digital signage projects.

Web: www.adissy.ru

If you have any questions, please, contact:

Anna Kuzina

kuzina@digisky.ru

+7 495 937 63 09 (ext.202)

+7 903 664 51 93

www.digitalsignagerussia.ru